

Amendments to the Drawings:

The attached sheets are formal drawings of Figs. 1-15C. These thirty-seven (37) sheets, which include Figs. 1-15C, replace the thirty-one (31) sheets originally submitted. These drawings correct the objections as noted in the Draftsperson's drawing review. We note that due to paper size constraints, Fig. 4 has been split to Fig. 4-1 and Fig. 4-2; Fig. 9B has been split to Fig. 9B-1 and Fig. 9B-2; Fig. 12B-2 has been split to Fig. 12B-2 and Fig. 12B-3; Fig. 13A-1 has been split to Fig. 13A-1 and Fig. 13A-2; Fig. 13A-2 has been split to Fig. 13A-3 and Fig. 13A-4; and Fig. 13B has been split to Fig. 13B-1 and Fig. 13B-2.

Attachments: Replacement Sheets (37)

REMARKS

The above amendment with the following remarks is submitted to be fully responsive to the Office Action of July 1, 2004. Reconsideration of this application in light of the amendment and the allowance of this application are respectfully requested.

Claims 1-5, 7, 14-17 were pending in the present application prior to the above amendment, claims 6 and 8-13 having been withdrawn. In response to the Office Action, claims 1, 5, 7 and 14-17 have been amended, and claim 2 has been canceled. Therefore, claims 1, 3-5, 7, and 14-17 are still pending in the present application and are believed to be in proper condition for allowance.

Initially, the Examiner noted that no formal drawings have been submitted in the present application as required. In response, formal drawings are submitted herewith and acceptance of the drawings is respectfully requested.

Referring again to the Office Action, claims 1-5, 7 and 14 were rejected under 35 U.S.C. 101. In this regard, the Examiner asserts that the claimed invention is directed to a non-statutory subject matter. The Examiner recites that the claimed process must be limited to a practical application in the technological arts, and that a claim is limited to a practical application when the method produces a concrete, tangible and useful result.

In response thereto, independent claim 1 has been amended to specifically recite that the method includes storing product data in at least one computer readable storage medium, storing the set of language selections in the computer readable storage medium, and incorporating the product data in an electronic catalog. In this regard, the applicants respectfully contend that such recitation provides a clear basis for satisfying the statutory requirements. (See MPEP §2106.IV.B. which states: "When functional descriptive material is recorded on some computer-readable medium it becomes structurally and functionally interrelated to the medium and will be statutory in most cases since use of technology permits the function of the descriptive material to be realized."). Further, the claim now clearly recites a process limited to a practical application in the art where the method produces a concrete, tangible and useful result, i.e. incorporating product data into an electronic catalog for facilitating e-commerce transactions and the like. Thus, in view of the above, the present invention is not directed to mere ideas in the abstract, but instead,

is directed to a specific method of distributing product data by applying presently existing technological arts, and the present invention further advances the technological arts associated with e-commerce. Therefore, the present invention is clearly limited to a practical application within the technical arts and satisfies the requirements of 35 U.S.C. 101.

In addition, it is also noted that claim 1 further requires the step of receiving a set of language selections from one or more customers indicating languages in which the product data is to be distributed. This step is clearly requires an independent physical act that is performed outside of any processor/computer used for implementing the present method. Moreover, as also noted, claim 1 now recites incorporating the product data into an electronic catalog. Thus, these recited steps further process the information received through the physical act of a user providing language selections, and distributes product data based on such received information. Such further processing of data associated with an independent physical act has been deemed to be statutory subject matter. (See MPEP §2106.IV.B.2(b) which states: “Another statutory process is one that requires the measurements of physical objects or activities to be transformed outside of the computer into computer data, where the data comprises signals corresponding to physical objects or activities external to the computer system, and where the process causes a physical transformation of the signals which are intangible representations of the physical objects or activities”; and “[A] claim is limited to a practical application when the method, as claimed, produces a concrete, tangible and useful result; i.e., the method recites a step or act of producing something that is concrete, tangible and useful.”). Therefore, in view of all of the above, the withdrawal of this rejection relative to claims 1, 3-5, 7 and 14 are respectfully requested, claim 2 having been canceled above.

Finally, with respect to this statutory subject matter rejection, it is further noted that whereas the above remarks clearly overcome the Examiner’s rejection, if the Examiner still disagrees with the Applicants, it is requested that the Examiner identify the features of the invention that would render the claimed subject matter statutory if recited in the claim. (See MPEP §2106.IV.B which states: “If the invention as set forth in the written description is statutory, but the claims define subject matter that is not, the deficiency can be corrected by an appropriate amendment of the claims. In such a case,

Office personnel should reject the claims drawn to nonstatutory subject matter under 35 U.S.C. 101, but identify the features of the invention that would render the claimed subject matter statutory if recited in the claim.”).

Referring again to the Office Action, claims 1-5, 7, and 14-17 were rejected under 35 U.S.C. 103(a) as being unpatentable over Multilingual Web Sites (a collection of articles referred to herein after as “MWS”), in view of U.S. Patent No. 5,740,425 to Provilus. The Applicants respectfully disagree and request reconsideration and allowance of claims 1, 3-5, 7, and 14-17.

Initially, in view of the Examiner’s rejection and the cited references, the Examiner does not appear to fully appreciate the features of the present invention. The present invention is directed to a method and apparatus for implementing a multi-lingual catalog system. Conventionally, most catalogs are written in one language and are only suitable for use by customers fluent in that particular language. Translations of such catalogs into alternative languages require significant amount of time, energy and expense. Consequently, only few catalogs are multi-lingual, and tend to provide very limited product information.

The present invention provides a method of distributing product data, and an apparatus therefor, that distributes product data in which the data is provided in multiple languages. More specifically, the present invention provides a catalog database into which products data is captured and stored. By providing such a catalog database, the present invention provides a clearinghouse to which customers, such as merchants, can obtain product data information to generate a catalog, the product data provided being used for content. The present invention further provides for the receipt of a set of language selections from the customers that indicates languages in which the product data is to be transmitted to the customers. The language selections of each of the customers are associated with a corresponding customer profile, and the stored product data are distributed to the customers in accordance with the customer profile and the language indicated in the set of language selections.

Thus, in operation, one customer that operates in South America, for example, can request product data in language selections of Spanish, English, and Portuguese to obtain product data in those languages. Such product data can then be used to generate an

electronic catalog with information associated with the products in one or more of those languages. In another example, a merchant in Europe may select various languages including English, French, German, Italian and Spanish in the set of language selections so that product data associated with the desired products can be provided to the customer in the selected languages. The product data associated with the products desired may be available in other languages. However, such languages are not provided to the customer since it was not requested in the set of language selections. For example, whereas product information and documents associated with the desired products may be available in Chinese and Japanese, product data in those languages is not provided to the customer since they were not requested. In the above described manner, the present invention allows a customer to readily obtain product data in the language desired so that an appropriate catalog having the desired languages can be generated from the received product data. Of course, the above discussion merely describe examples of how the present invention may be used, and the invention is not limited thereto.

As noted above, the Examiner rejected the claims of the application primarily based on the MWS articles asserting that MWS teaches companies creating multilingual online catalogs. Although the MWS references do describe an electronic catalog implemented by company AMP that has multilingual features, these references fail to disclose, teach, or otherwise suggest the features recited in the pending claims, even when combined with the cited Provilus patent in the manner suggested by the Examiner. In particular, article “W” of MWS teaches a catalog website of AMP that supports various languages including English, Spanish, Japanese, Chinese, German, French, Korean, and Italian. This document further notes that each of the terms are identified with a number such that when you choose a language, the information is provided in the chosen language. The article further notes that eight copies of the catalog are not provided, but instead, translations of the information are provided. Correspondingly, when a customer enters the AMP website described in the MWS articles, the customer is requested to select the desired language from a menu. Upon selection, the catalog product information is provided in the language selected.

An important difference between the website discussed in the MWS articles and the method and apparatus of the present invention is that the present invention provides

the customer with product data information in one or more of the languages selected. In contrast, the website discussed in the MWS articles only allow provision of product data and information in a single selected language. This is because the website discussed in the MWS article is an end user website that is tailored for the end user or consumers of the products sold through the website, and not to other merchants. In particular, the AMP website disclosed is used by users of AMP products offered in the website. Therefore, there is no need or desire for the users to obtain or view product data in another language other than the user's preferred language which has been selected.

In contrast, acquisition of product data in different languages are important in the context of a user or customer desiring to generate a catalog. In particular, providing product information in multiple languages is important where merchants or other customers seeking to create a catalog conduct business with customers that speak differing languages. The present invention provides the product data in the multiple languages selected by the customer so that catalogs can be generated that allow the user to select one language for viewing the product information (for example, multilingual catalogs such as that described in the MWS articles). Clearly, the MWS articles fail to disclose, teach, or otherwise suggest providing product data information in accordance with a plurality of selected languages. Instead, MWS articles merely discloses the provision of a single language, which cannot attain the benefits of the present invention as described.

In addition, the Examiner asserts that the multilingual AMP catalog also stores the set of language selections for each of the customers. The Applicants respectfully disagree. The AMP catalog that is described in the MWS articles merely allow the customer to select one language preference, this selection being used to generate the product data information of the catalog in the selected language. However, the articles do not disclose, teach, or otherwise suggest storing a set of language selections such that the set of language selections is associated with the corresponding customer profile. It is respectfully noted that the set of language selections are one or more languages, not merely a single language. In accordance with the present invention, the set of language selections are then used to distribute the stored product data to the customer in the one or more languages indicated in the set of language selections. Clearly, the AMP catalog as described in the MWS articles fails to disclose, teach, or otherwise suggest storing of a set

of language selections for each of the customers, especially since a plurality of languages cannot be selected. Correspondingly, in the AMP catalog, when the product data is distributed, the product data is provided in a single language. As explained, such information that is merely provided in a single language is not suitable for use in generating a catalog that has multilingual capabilities to provide product data in multiple languages.

The Examiner further asserts that although the MWS articles do not specifically disclose the language selection being associated with a customer profile, that it would have been obvious to one of ordinary skill in the art to associate the language selection with the customer profile. The Applicants disagree. As mentioned above, website such as the AMP website discussed in the MWS articles would expect and allows an end user to select a preferred language, and not more than one language. Selection of a plurality of languages would not make any sense, and would not be obvious in this context. Correspondingly, it would also not be obvious to associate a set of language selections for each of the customers as recited in the claims.

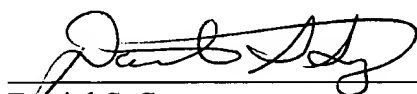
The Examiner further acknowledges that the MWS articles do not disclose online catalogs containing a plurality of products manufactured by plurality of manufacturers. However, the Examiner asserts that Provilus teaches the problems associated with catalog featuring products of multiple manufacturers, and thus it would have been obvious to one of ordinary skill in the art to provide multilingual online catalogs where the products are manufactured by a plurality of manufacturers. These comments are directed to claim 14. The Applicants respectfully disagree in that as recited in claim 14 (now amended to be more clear), is dependent on claim 1 and combines the multilingual product data feature with products manufactured by different manufacturers. Clearly, the cited references, alone or in combination, fail to disclose, teach, or otherwise suggest providing a method or an apparatus as recited in which product data is provided in one or more languages indicated in a set of language selections.

Therefore, in view of the above, the withdrawal of this rejection with respect to claims 1, 3-5, 7, and 14-17 are respectfully requested, claim 2 having been canceled by the above amendment. However, to further expedite the prosecution and the allowance of the present application, independent claims 1, and 15-17 have been amended to specifically

recite that the product data captured for a plurality of products includes language availability information that indicates a set of available languages in which the plurality of products, and documentation associated with the products, are available. In addition, these claims have been further amended to recite that the received set of language selections indicate a plurality of languages, and that the stored product data are distributed to each of the customers in accordance with the customer profile in the plurality of languages indicated. Clearly, the prior art of record fail to disclose, teach, or otherwise suggest the features of the present invention as now specifically recited and nowhere suggests providing of the product data in a plurality of languages. Therefore, in view of the above, the withdrawal of the rejection of claims 1, 3-5, 7, and 14-17, and the allowance of these claims are respectfully requested.

In view of the foregoing, it is submitted that the present application is in condition for allowance and a notice to that effect is respectfully requested. However, if the Examiner deems that any issue remains after considering this response, he is invited to call the undersigned to expedite the prosecution and work out any such issue by telephone.

Respectfully submitted,



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